

# REINVENT OR BECOME OBSOLETE: BUSINESS SCHOOLS IN THE AGE OF AI

To remain relevant, business education must move beyond traditional models as generative AI redefines core value.

## THE PROBLEM: AI ERODES TRADITIONAL VALUE PILLARS

### AI Commoditizes Core Analytical Skills

AI now performs financial modeling and strategic analysis at or above graduate-level quality.

**40%** 🔍

### Higher Quality Work

A BCG study found consultants using GPT-4 produced work 40% higher in quality.

### Degrees Lose Signaling Power

Employers are shifting to skill-based hiring as AI makes degree credentials less reliable indicators.

## THE SOLUTION: PATHWAYS TO REINVENTION

### Focus on Irreplaceable Human Skills

Shift curriculum to capabilities AI cannot replicate: causal reasoning, ethical navigation, and contextual judgment.



### Teach Human-AI Collaboration

Frame students as "AI-augmented strategists" who learn to prompt, integrate, and critique AI outputs.

### Double Down on Experiential Learning

Emphasize real-world projects and venture creation to build practical judgment that classrooms cannot teach.